

# GETTING THE COVID-19 VACCINE IS AS AMERICAN AS THE THE COVID-19 VACCINE LANGE THE LANGE

VACCINE HESITANCY CAMPAIGN FOR THE ELDERLY & DISABLED

AAA TOOLKIT

1-800-AGELINE WWW.ALABAMAAGELINE.GOV

## Vaccine Hesitancy

# WHAT'S STOPPING YOU?

### Main Responses

- 1. <u>Location</u> I need help finding the vaccine in my area.
- 2. <u>Transportation</u> I need help getting to a vaccine location.
- 3. <u>Disability</u> I need help with info related to my disability.
- 4. **Questions** I still have questions about the COVID-19 vaccine.

#### **LOCATION QUESTIONS**

- Are they near a Wal-Mart, Publix, CVS, or Walgreens?
- Do they have a preferred pharmacy or location?

#### **VACCINE QUESTIONS**

- Do they need help booking an appointment?
- Do they have a preferred vaccine? Two shots or one?

#### **INITIAL CONSIDERATIONS**

- Is the individual calling for themselves or a dependent?
- Does the individual have reliable transportation?
- Does the individual have a photo ID? (insurance not required)
- Has the individual had COVID-19 previously? When?
- Does the individual need child care during their appointment?

#### **NEXT STEPS**

- Help schedule appointment or suggest walk-in clinic.
- Help individual plan a vaccine schedule if needed (two shots).
- Provide list of nearest health centers in case of emergency.
- Connect them to local entities offering transportation.
- Find local entities to accommodate their child care needs.

- CDC | Vaccine Finder Website (Text Zip Code to 438829)
- ADPH | Vaccine Clinic Pharmacy Dashboard
- NADTC | COVID-19 Vaccination Transportation Programs
- CDC | Vaccine Child Care Support Resources
- BamaVax | Vaccine Appointments by County

#### **VEHICLE QUESTIONS**

- Are there specific days or times they cannot go?
- Do they need any special type(s) of transportation?

#### **VACCINE QUESTIONS**

- Do they have a preferred pharmacy or location?
- Do they need help booking an appointment?

#### **INITIAL CONSIDERATIONS**

- Does the AAA or local senior center offer transportation?
- Does the city or a community organization have transportation?
- Have you considered a rideshare service like Lyft or Uber?
- Can the AAA or others accommodate their special needs?
- Is their preferred vaccine available in your area?

#### **NEXT STEPS**

- Set a date/time for transportation via the AAA or senior center.
- Connect them to local entities offering transportation.
- Help them in downloading and operating ridesharing apps.
- Find ways to accommodate their special transportation needs.
- Search local providers for their preferred vaccine.

- ALTRANS | Alabama Public Transit Authority
- NADTC | COVID-19 Vaccination Transportation Programs
- <u>Uber | Free Rides To and From Vaccine Appointments</u>
- Lyft | Funding for Rides To and From Vaccine Appointments
- AL Medicaid | Non-Emergency Medical Transportation

# DISABILITIES

#### **DISABILITY QUESTIONS**

- Are they disabled or are they a guardian/caregiver?
- What form or language do they prefer to communicate?

#### **VACCINE QUESTIONS**

- Do they have a primary care physician to contact?
- Do they need help booking an appointment?

#### **INITIAL CONSIDERATIONS**

- Can the AAA communicate effectively with the individual?
- What accommodations are needed for transport to provider?
- What accommodations are needed at the vaccine site?
- What specific actions can the AAA take to help them?
- Are there other barriers that could complicate the process?

#### **NEXT STEPS**

- Direct individual to best agency/outlet for communicating.
- Transfer individual to health department for medical concerns.
- Discuss services available under their health plan/program.
- Inform them of resources your AAA can and cannot provide.
- Document the ways to address other potential barriers.

- ACL | Disability Information and Access Line (888-667-1199)
- CDC | Vaccines for People with Disabilities
- <u>UAB | Alabama Developmental Disabilities Network</u>
- ACL | Strategies for Helping People with Disabilities
- CDC | COVID-19 ASL Video Series

# QUESTIONS

#### IMPORTANCE OF VACCINE

- Do they question the general need to be vaccinated?
- Do they dismiss the vaccine as not important?

#### **IMPORTANCE OF VACCINE**

- Vaccines are **100% effective** in preventing COVID deaths.
- Protecting yourself also **protects people around you**.

#### **VACCINE DEVELOPMENT**

- Do they question how fast the vaccines were made?
- Do they believe the FDA waived safety standards?

#### **VACCINE DEVELOPMENT**

- The vaccines are **based on research** into similar viruses.
- Clinical trials (with 30,000+ people) met FDA protocols.

#### **MRNA CONCERNS**

- Do they believe the vaccine might alter their DNA?
- Do they believe the vaccine will give them COVID?

#### **MRNA CONCERNS**

- **No** vaccine interacts with or changes your DNA.
- Vaccines **don't contain the virus**; you won't get COVID.

- ADPH | The Facts about COVID-19 Vaccines
- CDC | Communication Resources for COVID-19 Vaccines
- HHS | Vaccine Guide for Older Adults Toolkit
- Ad Council | COVID-19 Vaccine Education Initiative
- AHRQ | COVID-19 Vaccine Conversation Guide

# ADDITIONAL RESOURCES COMMUNICATION

As a trusted partner in your community, you can increase vaccine confidence simply by sharing truthful COVID-19 information. This toolkit will help your AAA effectively communicate with older adults and individuals with a disability to do just that.

#### **COVID COMMUNICATIONS**

- CDC Talking to Loved Ones
- COVID Convo Cheat Sheet
- ADPH Community FAQ
- ADPH COVID Vaccine Myths
- NCAL #GetVaccinated

#### **RURAL COMMMUNITIES**

- HHS Rural Area Toolkit
- PHCC Rural Messaging
- NHRA Rural Talking Points
- NACo Hesitancy Map
- Ad Council Rural Resources

#### **DISABILITIES**

- AIDB AL Service Locator
- ADA Disability & COVID-19
- GATech Disability Center
- Deaf/Blind Tips & Resources
- NFB COVID-19 Resources

#### **OTHER LANGUAGES**

- CDC Limited-English Toolkit
- FDA Multilingual Resources
- We Can Do This (Spanish)
- HHA Resources En Español
- HHS Spanish Resources

#### **SOCIAL MEDIA**

- CDC Social Media Toolkit
- We Can Do This Resources
- AHA Social Media Assets
- Be the One Media Campaign

#### **APPS & SOFTWARE**

- Microsoft Translator App
- KFNB Reader for the Blind
- WhatsApp Spanish Locator
- VSafe Vaccine Health Check



# DISABILITY INFORMATION & ASSISTANCE LINE

Need Help?
Call the DIAL

888-677-1199 DIAL@n4a.org

STAY SAFE.
GET VACCINATED.

# Resources to Help People Find a Vaccine

- Visit <u>vaccines.gov</u> (English) or <u>vacunas.gov</u> (Spanish) to find a vaccine nearby.
- Text GETVAX (438829) for English or VACUNA (822862) for Spanish to receive info on vaccine sites.
- National Vaccine Assistance Hotline: 1-800-232-0233 (TTY 1-888-720-7489)

Get answers to questions or help finding a vaccine near you. Help is available in English, Spanish, and many other languages.

AL Info on www.covid19.alabama.gov

# VACCINE ACCESS REPORTING GUIDANCE

#### REPORTING

ACL is requiring ADSS to report about vaccine access on a semi-annual and annual basis to include progress on the activities conducted, challenges, successes, and lessons learned.

For calls received about the vaccine, enter data into the AIMS system using existing Title III-B Information & Assistance (I&A) aggregate service (screenshot). Choose the best sub-service:

- Service (I&A)
- Sub-Service
  - o Disabled
  - Location
  - Questions
  - Transportation
- Funding Source
  - ∘ Title III-B

For any social media posts about the vaccine, enter the data into AIMS system using existing Title III-B Marketing aggregate service.

#### **ACL GUIDANCE**

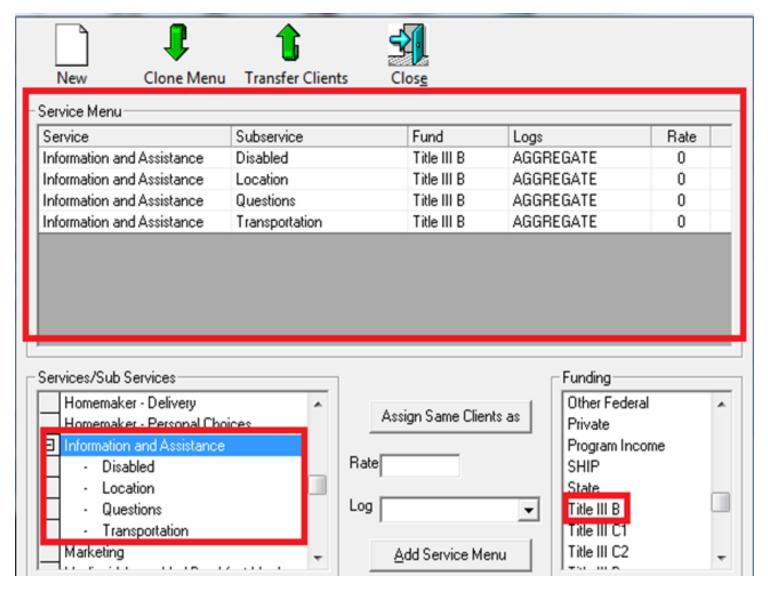
ACL guidance re: funding for vaccine access stated: "The COVID-19 pandemic has disproportionately affected older adults, people with disabilities, and people with underlying health conditions. Older adults are at the highest risk for severe illness and death due to COVID-19. People with Down syndrome and intellectual and developmental disabilities (I/DD) are also at higher risk for severe illness and death due to COVID-19. Furthermore, data collected by states suggest that all people who receive long-term services and supports in the community face an elevated risk of COVID-19 infection. For people of color in these populations, these risks are even greater."

The Vaccine Access Citizen Education Campaign is being launched because of several factors:

- Prevalence of vaccine hesitancy;
- Funding and guidance from ACL that includes outreach/marketing for vaccine access/hesitancy;
- Vaccine access report from the AAA vaccine committee recommending ADSS create a statewide marketing campaign; and
- Contact from partners that ACL encourages vaccine access collaboration.

# VACCINE ACCESS REPORTING GUIDANCE

# **AIMS SCREENSHOT**



#### **VACCINE ACCESS**

# **ADSS PARTNERS**

Specific to this campaign, ADSS is partnering with Alabama's Area Agencies on Aging (AAAs), Aging and Disability Resource Centers (ADRCs), Centers for Independent Living (CILs), the Alabama Council on Developmental Disabilities (ACDD), the Alabama Disabilities Advocacy Program (ADAP) which is a state Protection and Advocacy (P&A) agency, and the Alabama University Center on Excellence in Developmental Disabilities (UCEDD) to help combat vaccine hesitancy so older adults, people with disabilities, and their caregivers can be protected.







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